



THE LOWCVP LOW CARBON CHAMPIONS AWARDS 2017

11 October 2017

The Concourse Suites 1 & 2,
NEC, Birmingham

ENERGY 2017

PART OF

UK CONSTRUCTION WEEK | 2017



ABOUT THE LOWCVP

THE LOWCVP:

- Develops initiatives to promote the sale and supply of low carbon vehicles and fuels;
- Provides input and advice on Government policy;
- Provides a forum for stakeholders to share knowledge and information;
- Ensures that UK motor, fuel and related businesses are best placed to capitalise on the opportunities in the low carbon markets of the future;
- Contributes to the achievement of UK Government targets for road transport carbon reduction;
- Plays a key role in helping Government to deliver its low carbon transport strategy.

The LowCVP, established in 2003, is a public–private partnership working to accelerate a sustainable shift to lower carbon vehicles and fuels and create opportunities for UK business.

Almost 200 organisations are engaged from diverse backgrounds including automotive and fuel supply chains, vehicle users, academics, environment groups and others. The Partnership became a not-for-profit company limited by guarantee in April 2009.



THIS YEAR'S AWARDS

11 OCTOBER 2017

The seventh edition of the LowCVP Low Carbon Champions Awards opened for nominations in June 2017.

The 2017 LowCVP Low Carbon Champions Awards presentation gala dinner will take place alongside Energy 2017 at the Concourse Suites 1 & 2, NEC, Birmingham on the evening of Wednesday 11 October.

There are seven awards categories available for sponsorship and two special awards including a 'Grand Prix' - winner of winners - Award.

In association with



ENERGY2017



ABOUT THE AWARDS

The LowCVP Low Carbon Champions Awards have grown progressively over the last seven years to become the UK's most respected, cutting edge and dynamic celebration of low carbon transport. The Awards promote innovation, new technologies and best practices, helping to accelerate the shift to a low carbon future.

The LowCVP Champions Awards sponsorship packages 2017 offer a unique proposition as it will be hosted by Energy 2017. The largest event of its kind in the UK, Energy 2017 will cover every facet of the energy industry within the built environment. Its diversity attracts people from a wide range of organisations and backgrounds who are drawn to, and inspired by, new technologies and innovations in the low carbon road transport sector. This partnership provides the ideal platform to align your brand with an influential audience of senior key decision makers and to communicate your key messages around this agenda.

The Champions Awards are accredited by the Royal Society of the Arts (RSA). They are one of a select handful of awards schemes to meet the RSA's robust criteria. Champions Awards winners are eligible to go forward to represent the UK in the European Business Awards for the Environment.

There is no cost to enter the awards and finalists will receive a complimentary invitation to the celebration event at Energy 2017.



EXPOSURE

- Gain exposure through our event promotion to senior decision maker transport industry contacts and Energy 2017, the largest event of its kind in the UK covering every facet of the energy industry within the built environment.
- **Networking with industry delegates** attending the LowCVP Low Carbon Champions Awards gala dinner.
- **Exposure through wide ranging media partners** regionally, nationally and internationally.

REACH

Government, industry and innovators including CEOs, senior managers, media, Government ministers and NGOs, to leading engineers, and transport sector specialists via Energy 2017 communication channels and the networking gala dinner.

The LowCVP Low Carbon Champions Awards 2017 will be promoted widely. Energy 2016 welcomed over 10,898 visitors with a total of 30,000 visitors to the whole of UKCW, a figure that is likely to rise for 2017. The Awards Dinner will be one of the centrepieces of this most talked-about event.



MEDIA OUTLETS

Benefit from exposure through a wide range of national, regional, trade and some international media outlets. The 2016 Awards also generated a large amount of social media activity, especially on Twitter.

The LowCVP Awards have been covered by...



4-Traders
ActionNewsJax.com
AM-Online
Automobilsport.com
Automotive World.com
AutoWeb
Benzinga
BeverageWorld
BizWire Express
Bus and Coach
Business Green
Carmony.co.uk
Connect—Innovate (TSB)
Contract Hire and
CW Arkansas
Diesel Car
Digital Journal
Environmental

F1Passion
Fleet Directory UK
Fleet News
Fleet Transport
Fox23
Fuel Card News
Fuelcellsworks
GoAuto
Green Car Guide.com
Green Flag
Green Fleet
Green Wise Business
HGV Uk.com
Indonesialogisticsonline
International Energy Agency
Journal Auto.com
Leasing
Motor Transport

News Watch 50
NewsChannel 9 WSYR
Next Green Car.com
Oneshift.com
Protection
PRwave
PRWeb
Scot Cars
Smart Energy Universe
SMMT Bulletin
The Green Car website
The Sports Campus
Transport Engineer
Transport Weekly
Van User
Vans A2Z
Wired-Gov



LOWCVP AND ENERGY 2017 COMMUNICATIONS

- Monthly E-Newsletter to Subscribers (over 3000).
- Social Media profiles including over 2,100 Twitter followers to cascade sponsor news.
- Twitter: 21,900 LinkedIn 930 Facebook 1,240
- Through third-party communications and 'contra deals'.
- Promotion online through Energy 2017 and UK Construction Week websites and social media platforms
- LowCVP website receives around 5,000 visitors a month



PRINTED MEDIA

- Awards Evening Events Guide
- Energy 2017 Showguide



SPONSORSHIP CATEGORIES

- Low Carbon Car/Van Manufacturer of the Year
- Low Carbon Heavy Duty Vehicle Manufacturer of the Year
- Low Carbon Vehicle Operator of the Year
- Low Carbon Fuel Initiative of the Year
- 2017 Award for Low Carbon Innovation by an SME
- Low Carbon Road Transport Initiative of the Year
- 2017 Outstanding Low Carbon Publication or Report

THIS YEAR THERE ARE ALSO TWO SPECIAL AWARDS:

- Outstanding Individual in Promoting Low Carbon Transport
- Grand Prix Award: Outstanding Achievement in Low Carbon Transport
(winner of winners)



AWARDS JUDGES*

Association with, and exposure to, around 20 senior industry peers.



Philip Sellwood
Energy Saving Trust



Rachel Dillon
Freight Transport
Association



Andrew Everett
Transport Systems
Catapult



Helen Smith
Urban Transport
Group



Claire Haigh
Greener Journeys



Ros Wall
Department for Transport



Malcolm Fergusson
Senior Consultant



Darran Messem
Carbon Trust



Jay Parmar
British Vehicle Rental and
Leasing Association



Philippa Oldham
Institution of Mechanical
Engineers



Neville Jackson
Ricardo UK Ltd



Richard Bruce
OLEV



Ben Lane
Next Green Car



James Turner
University of Bath



Justin Laney
John Lewis Partnership

* Judges shown are those from 2016. Judges for 2017 to be announced in June/July.

SPONSORSHIP

'CATEGORY' LEVEL, £4500* / £5000

BEFORE THE EVENT

Pre-event brand exposure through the Low Carbon Vehicle Partnership and Associated Partners communications as CATEGORY Sponsor.

Announcement made through our monthly e-Newsletter offering pre-event visibility for any particular product or service you wish to highlight. This is visible to our 2500+ opt-in database of low carbon transport stakeholders interested in sustainability and low carbon transport.

Your logo on the LowCVP website with copy about your organisation and a click-through URL to your website. To include a description of your organisation and any product or service you would like to highlight.

Sponsorship offers competitive advantage by allowing you to demonstrate sector thought leadership and a unique platform to tell your sustainability brand story through your own in-house PR team. The LowCVP will supply branding assets to support this.

PR and media relations opportunity through bespoke news releases including information about Awards category sponsors. We will notify you of breaking news stories associated with the Awards as they happen relevant to your brand to utilise through your own news network.

Multiple mentions pre-event on social media and through our partners, media organisations, green networks and communities including Twitter and LinkedIn.

Use of the LowCVP Low Carbon Champions Award Sponsor logos on all your internal and external communications to demonstrate your support.

AWARDS NIGHT

Sponsorship includes a **table for ten** at the LCV 2017 gala dinner event on 11 October. This is a unique hospitality and networking opportunity includes a three-course meal with wine.

A stage announcement recognising your organisation as CATEGORY Sponsor.

Branding on-site on signage and photo backdrop as CATEGORY Sponsor.

Photo opportunity; present your category trophy on stage.

Your branding in the printed event program and on the menu.

Your company name engraved on the trophy as CATEGORY sponsor.

POST AWARDS

Post event publicity opportunity with images through PR and media relations working in tandem with your in-house PR team to supply relevant marketing collateral and content and leverage your sponsorship.

Final solus mailshot to Low Carbon Vehicle Partnership Low Carbon Champions Awards opt-in database to notify them of winners and name checking sponsors.



Early Bird* Deadline 15th July

SPONSORSHIP

'GRAND PRIX' LEVEL, £6500* /£7500

BEFORE THE EVENT

Pre-event brand exposure through the Low Carbon Vehicle Partnership and Associated Partners Communications as GRAND PRIX Sponsor.

Announcement made through our monthly e-Newsletter offering pre-event visibility for any particular product or service you wish to highlight through our 2,500+ opt-in database of low carbon transport stakeholders interested in sustainability and low carbon transport.

Your logo on the LowCVP website with copy about your organisation and a click-through URL to your website. To include a description of your organisation and any product or service you would like to highlight.

Sponsorship offers competitive advantage by allowing you to demonstrate sector thought leadership and a unique platform to tell your sustainability brand story through your own in-house PR team. The LowCVP will supply branding assets to support this.

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Multiple mentions pre-event on social media and through our partners, media organisations, green networks and communities including Twitter and LinkedIn.

Use of the LowCVP Low Carbon Champions Award Sponsor logos on all your internal and external communications to demonstrate your support.

AWARDS NIGHT

Sponsorship includes a **table for ten** at the LCV 2017 gala dinner event on 11 October. This is a unique hospitality and networking opportunity includes a three-course meal with wine.

A stage announcement recognising your organisation as the only GRAND PRIX Sponsor and in the Powerpoint event presentation.

One page full colour advert in the event programme to promote your business and low carbon technology.

Branding on-site on banners, signage and photo backdrop as GRAND PRIX Sponsor.

GRAND PRIX Photo opportunity to introduce the winners and make a brief speech to up to 400 delegates at the event.

Your branding in the printed event program and on the Menu as GRAND PRIX sponsor.

Your company name engraved on the back of the trophy as GRAND PRIX sponsor.

POST AWARDS

Post event publicity opportunity with images through PR and media relations working in tandem with your in-house PR team to supply relevant marketing collateral and content and leverage your sponsorship.

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10-12 OCTOBER | NEC | BIRMINGHAM

PAST CHAMPIONS AWARDS SPONSORS



BOOK YOUR TABLE NOW AND SAVE WITH OUR EARLY BIRD RATE!

Early Bird (Deadline 1st August)

Individual Ticket £120
Table of Ten £1100

Standard

Individual Ticket £130
Table of Ten £1200

Register your interest with Rachel Murphy to secure the Early Bird rate.

Please email: Rachel.murphy@media-ten.co.uk

Or alternatively if you'd like to discuss table sponsorship please contact Lucy Stott for more details.

Please email: lucy.stott@media-ten.com



WHAT TO DO NEXT...

For sponsorship enquiries please contact Lucy Stott on 020 3225 5200 ext: 588 and 07423 142 240

- Call Neil Wallis or Catherine Dove on 020 7304 6880 for further information or to have any questions answered
- Let us know what level of sponsorship is required and how we can work with you to support your marketing objectives
- A sponsorship agreement will be arranged.
- For FREE tickets to Energy 2017 and UK Construction Week, please visit www.energyliveshow.co.uk/register

Low Carbon Vehicle Partnership

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Tel: +44 (0)20 7304 6880

E-mail: secretariat@lowcvp.org.uk

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Energy 2017, part of UK Construction Week

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